

WDAF - TV - Issue Ad Public File Checklist

1. SEIU
Name of Sponsoring Organization
 2. Accepted: / Rejected: (mark one)
 3. Class of Time: issue
 4. 10/5 - 10/10
Flight dates and times
 5. issue
Rate charged
 6.
Description of Issue
 6. 800 MASSACHUSETTS AVENUE,
Address of Sponsoring Organization
WASHINGTON DC 20036
 7. 202-730-7000
Telephone Number of Sponsoring Organization Email Address
 8.
Sponsor's Officers/Directors/Executive Committee
HEATHER STONE Dep. Political Dir.
 9.
Description of substantiation provided (if any)
 10. Proper Sponsorship Identification: Yes / No
- Name Date



WDAF-TV

ORDER

Print Date 10/05/12 Page 1 of 2

Flight Dates 10/04/12-10/10/12

Contract / Revision 581420 /

Original Date / Revision
10/05/12 10/05/12

Advertiser SEIU - Service Employees In

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product

Issue

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1962

Alt Order # 09836824

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Order Share 21% Market Value 88928

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	35%	31125
KCWE	%	0
KMBC	25%	22232
KMCI	%	0
KPXE	%	0
KSHB	19%	16896
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	14	\$15,873.75	\$18,675.00	0.00
Totals	14	\$15,873.75	\$18,675.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/10/12	14	\$15,873.75	\$18,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/08/12	10/10/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$825.00		0.00						
E 2	4	10/08/12	10/10/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTW----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$825.00		0.00						
E 3	4	10/08/12	10/10/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$500.00		0.00						



WDAF-TV

Print Date: 10/05/12

Page 2 of 2

Contract / Revision **581420** Flight Dates **10/04/12-10/10/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser **SEIU - Service Employees I** Product **Issue**

Estimate # **1962**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	10/08/12	10/10/12	M-F 12p-1p M-F 12-1p FOX 4 NEWS AT NOON	CM-All	12-1p	MTW----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$500.00		0.00			
E 5	4	10/08/12	10/10/12	M-F 3-4p M-F 3-4p JUDGE JOE/JUDGE JOE	CM-All	3-4p	MTW----	:30	3	\$150.00	2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					3	\$150.00		0.00			
E 6	4	10/08/12	10/10/12	M-F 4-5p M-F 4-5p JUDGE JUDY/JUDGE JUDY	CM-All	4-5p	MTW----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$375.00		0.00			
E 7	4	10/08/12	10/10/12	M-F 5-6p 5-530p FOX 4 NEWS	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$1,000.00		0.00			
E 8	4	10/08/12	10/10/12	M-F 630-7p M-F 630-7p wheel of fortune	CM-All	630-7p	MTW----	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$3,500.00		0.00			
E 9	4	10/08/12	10/08/12	Monday Prime A FOX Prime Monday 7-8p BONES	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$3,300.00		0.00			
E 10	4	10/10/12	10/10/12	X Factor Wednesday FOX X Factor x factor	CM-All	7-9p	--W----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$3,800.00		0.00			
E 11	4	10/08/12	10/10/12	M-F 9-10p 9-930p FOX 4 NEWS	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$1,800.00		0.00			
E 12	4	10/08/12	10/10/12	M-F 9-10p 930-10p FOX 4 NEWS	CM-All	930-10p (9:30 PM-10:00 PM)	MTW----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW----					1	\$1,800.00		0.00			
Totals														14	\$18,675.00